



## **2011 Corporate Sponsorship Information Packet**

**This packet contains information on all levels of corporate sponsorship, the corporate sponsorship agreement form, and advertising artwork specifications.**

**Blue and White  
Pinnacle Football Parent Booster Club  
(NON-PROFIT GROUP-EIN #86-0994121)**

**DEADLINE FOR PROCESSING APPLICATIONS: JULY 25, 2011**

**2011 PINNACLE HIGH SCHOOL FOOTBALL**  
**CONTACT:** Tim Burke **PHONE:** (480) 268-9891 / **EMAIL:** PHS\_BigBlueFootballSponsor@hotmail.com  
**MAKE CHECKS PAYABLE TO: Pinnacle Blue and White Club**  
**B&W CLUB NON-PROFIT GROUP EIN#: 86-0994121**

# Why Be a Pinnacle Football Sponsor?

To: Our Loyal and Generous Sponsors

On behalf of the Pinnacle Football Program, I would like to personally thank you for your generous support in helping us reach our goals during previous seasons and in the seasons to come. As you can imagine, our off-season program is in full gear, and we are once again inviting our local business community to be a vital part of our team success in 2011.

Pinnacle High School Football has reached a level of recognition as one of the premiere programs in the state of Arizona. Pinnacle has had 4 consecutive playoff appearances while competing against several of the top football programs in the state of Arizona. We are now competing at the highest level in the state of Arizona, Division I, which represents the biggest schools in the state.

Throughout our 2010 season, Pinnacle Football sponsors were prominently featured during fourteen Varsity, JV and Freshman home games—through stadium banners, on-air mentions, and over 1,000 Media Guides and Game-Day Programs. We estimate that approximately 25,000 local fans attended Pinnacle Stadium during the 2010 season.

It is also important to mention that regardless of whether or not it is football season, the Pinnacle Football family includes over 200 families. We know the importance of recognizing our supporting sponsors; therefore, we do our very best to support you—not only with our patronage but also in referring your business to our friends, family, and neighbors.

This coming season represents new and exciting challenges for us. We understand the importance of being a good partner with the Pinnacle community. We know that our continuing success relies heavily on our corporate sponsors who invest in us. With that said, all of us with the Pinnacle High School Football Program will make sure you get a great return on your investment.

Thank you again for your support, and we look forward to seeing you on the field again this coming year.

Sincerely,

Dana Zupke  
Head Football Coach  
Pinnacle High School

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# FULL PAGE CORPORATE ADS

## #1 "12<sup>th</sup> Man Booster" Sponsor Package (Full Page Ad): \$5000

### Includes:

- ◆ Back cover advertisement in the **Pinnacle Media Guide\***
- ◆ Back page ad for Homecoming game in the Pinnacle Game Day Program\*\*
- ◆ Scoreboard two-color banner for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two sideline passes for one home game
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle golf shirts, hats and media guides

## #2 "Ultimate Booster" Sponsor Package (Full Page Ad): \$2500

### Includes:

- ◆ Two page advertisement in the **Pinnacle Media Guide\***
- ◆ Back page ad for one home game in the Pinnacle Game Day Program\*\*
- ◆ 20' X 4' two-color banner at North End-zone for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two sideline passes for one home game
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle golf shirts and media guides

## #3 "Storm Booster" Sponsor Package (Full Page Ad): \$1500

### Includes:

- ◆ Full page advertisement in the **Pinnacle Media Guide\***
- ◆ Full page ad for one home game in the Pinnacle Game Day Program\*\*
- ◆ 4' X 8' two-color banner at North End-zone for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two sideline passes for one home game
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle golf shirts and media guides

\* The **Pinnacle Media Guide** is the 2011 team and player preview publication

\*\* The **Pinnacle Game Day Program** is a 4 page day of game handout

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# ADDITIONAL CORPORATE ADS

## #4 "Big Blue" Sponsor Package (Full Page Ad): \$1000

### Includes:

- ◆ Full page advertisement in the **Pinnacle Media Guide\***
- ◆ 4' X 8' two-color banner at North End-zone / East sideline for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle golf shirts and media guides

## #5 "Pioneer" Sponsor Package (Full Page Ad): \$750

### Includes:

- ◆ Full page advertisement in the **Pinnacle Media Guide\***
- ◆ 4' X 8' two-color banner at South End-zone / East sideline for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle t-shirts and media guides

## #6 "Stadium" Sponsor Package (1/2 Page Ad): \$500

### Includes:

- ◆ 1/2 page advertisement in the **Pinnacle Media Guide\***
- ◆ 3' X 3' two-color logo on Pinnacle stadium seating banner for display at all home games
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two company representatives introduced at half time of one home game
- ◆ Company sponsorship recognition announced during all home games
- ◆ Two Pinnacle t-shirts and media guides

## #7 "Goal Line" Sponsor Package (1/4 Page Ad): \$250

### Includes:

- ◆ 1/4 page advertisement in the **Pinnacle Media Guide\***
- ◆ Company advertising on the Pinnacle Football website
- ◆ Company sponsorship recognition announced during all home games
- ◆ Company links available to both Pinnacle Football's – Facebook and Twitter pages
- ◆ Two Pinnacle t-shirt and media guides

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# ADDITIONAL CORPORATE ADS

## #8 "Blue and White Club" Corporate Football Donation

### Includes:

- ◆ Company name and phone number in the **Pinnacle Media Guide\*** to show your support and patronage
- ◆ Company name on the Pinnacle Football website
- ◆ Company links to both Pinnacle Football's – Facebook and Twitter pages
- ◆ One Pinnacle t-shirt
- ◆ Choice of sponsorship amount:
  - λ Touchdown Club: \$150
  - λ Field Goal Club: \$125
  - λ Safety Club: \$100
  - λ Football Club: \$75

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## SPONSOR INSTRUCTIONS:

1. Complete Order Form Above
2. Make Checks Payable to: Pinnacle Blue and White Club
3. "Sold By" refers to the player, parent or friend that introduced you to the advertising opportunity
4. Mail Advertising Agreement Form, business card and payment to:

Pinnacle Blue & White Club  
Attn: Tim Burke  
P.O. Box 72915  
Phoenix, AZ 85050

### BANNER INSTRUCTIONS/GUIDELINES

- ◆ Create your own banner. Keep it simple... more is less on a banner so that it can be seen from a distance.
- ◆ Your banner should show your company name and logo.
- ◆ Logos can go on a banner. Please provide either high resolution format or a clean image on white paper so that it may be scanned.
- ◆ Any other artwork should be print ready as well (See specifications below.)

### ADVERTISING ARTWORK SPECIFICATIONS

In order for your advertisement to look its best, it is important that any artwork (logos, photos, etc.) be as print-ready as possible. The following specifications will help:

- ◆ Be sure to include any wording that you wish to see on the final ad (e.g. phone number, address, hours of operation)
- ◆ All artwork/imagery should be high-resolution (300+ dpi)
- ◆ Save as "Press Quality" **PDF**. Other file types (such as .jpg, .doc, .gif, etc.) **will not be accepted.**
- ◆ For **print ready** ads, please provide a 8.5" x 11" document with 1/8" bleed on all sides

### WEBSITE ADVERTISING SPECIFICATIONS

In order for your website advertisement to look its best, it is important that your logo artwork be as web-ready as possible. The following specifications will help:

- ◆ All artwork/imagery should be high-resolution (300+ dpi)
- ◆ Company URL: to link to your website

**NOTE:** If you should need assistance creating your artwork for the banners, media guides or the website, we can now offer the services of [Farnum Designs](#).

Farnum Designs offers quality design solutions to increase the success of your business. Services include design for print (ex. business cards, ads, fliers), logo design and full branding and identity packages. Hourly rate is \$35/hour. Logos: \$100/per design.

For all requests please contact: Emili Farnum at [emilifarnum@yahoo.com](mailto:emilifarnum@yahoo.com).

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# Corporate Sponsorship and Advertising Agreement Form

## Order Description (Check package #/name)

- |                                                                      |                                                           |
|----------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> #1 "12 <sup>th</sup> Man Booster" (\$5,000) | <input type="checkbox"/> #5 "Pioneer Booster" (\$750)     |
| <input type="checkbox"/> #2 "Ultimate Booster" (\$2,500)             | <input type="checkbox"/> #6 "Stadium Booster" (\$500)     |
| <input type="checkbox"/> #3 "Storm Booster" (\$1,500)                | <input type="checkbox"/> #7 "Goal Line Booster" (\$250)   |
| <input type="checkbox"/> #4 "Big Blue Booster" (\$1,000)             | <input type="checkbox"/> #8 "Blue and White Club" \$_____ |

## SIZE OF AD: (Please check ad size indicated by package.)

- Full Page       1/2 Page       1/4 Page       Company name/phone number

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Sold By: \_\_\_\_\_ Order Amount: \_\_\_\_\_

Please select the format in which you will be sending your ad copy:

- Hard Copy       CD       Email

Is "Ready Art" included for this advertisement and banner?  Yes  No

**PLEASE SEE SPECIFICATIONS REGARDING PRINT-READY ADVERTISING ARTWORK ON THE PRECEDING PAGE.**

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